Making Search Pay

Our thoughts & experiences.

PennySaverUSA.com

Our AdSense Experience

Our Starting Point...

$3500 USD

Average Monthly Revenue

- Very little campaign oversight
- Little or no contact with the Google AdSense team
- AdSense placements in Leaderboard and Skyscraper only
- Basic coding (no hints or keywords)

What happened next?

- We attended the ICMA Conference in Estonia.
- We paid attention to the speakers.
- WE ACTED ON WHAT WE LEARNED!!

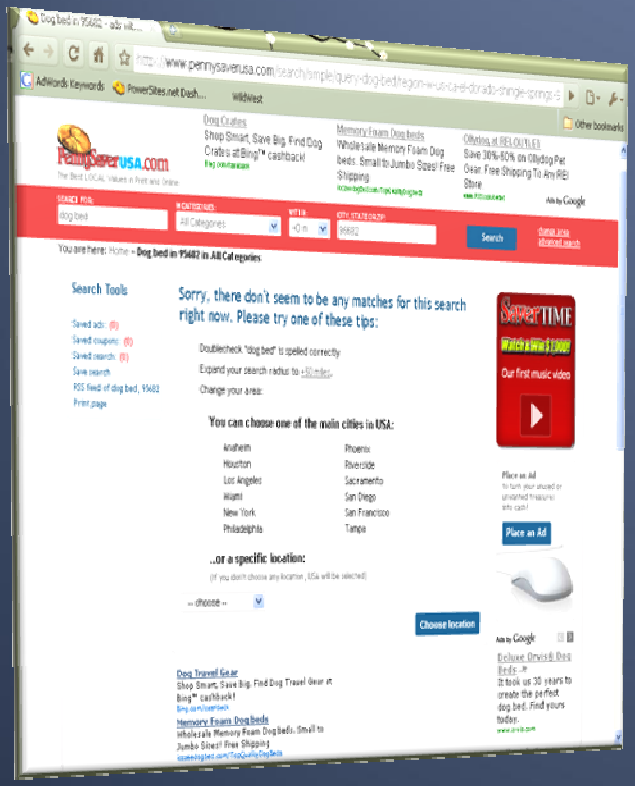
And then...?

- Developed a partnership with our AdSense rep
- Weekly campaign review
- Analyzed results based on existing Key Performance Indicators (KPIs)
- Created additional ad slots
- Regular testing of code variations
- Implemented best practices

Optimization Tips

- **MOST IMPORTANT:** Talk to publishers who are already having success.
- **CRITICAL:** Develop a good working relationship with your account manager!
- Test ad formats and sizes.
- Ask for additional placements.

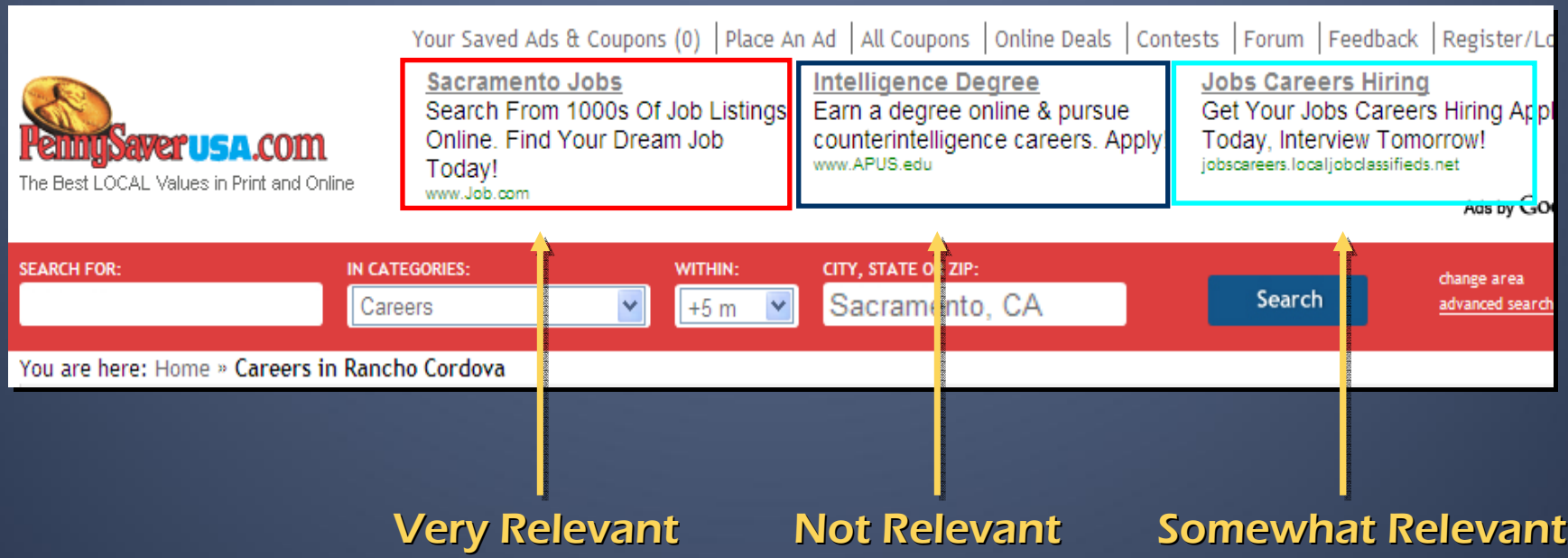
Optimization Tips



- Try some ad placements in *"non-obvious"* pages & locations.
  - Our "no results" page has the highest CTR and eCPM of all ad placements on our site!
  - AdSense in thumbnail results ("rolling ads") is often the highest revenue driver.

Optimization Tips

Consistently check AdSense ad relevancy



Very Relevant

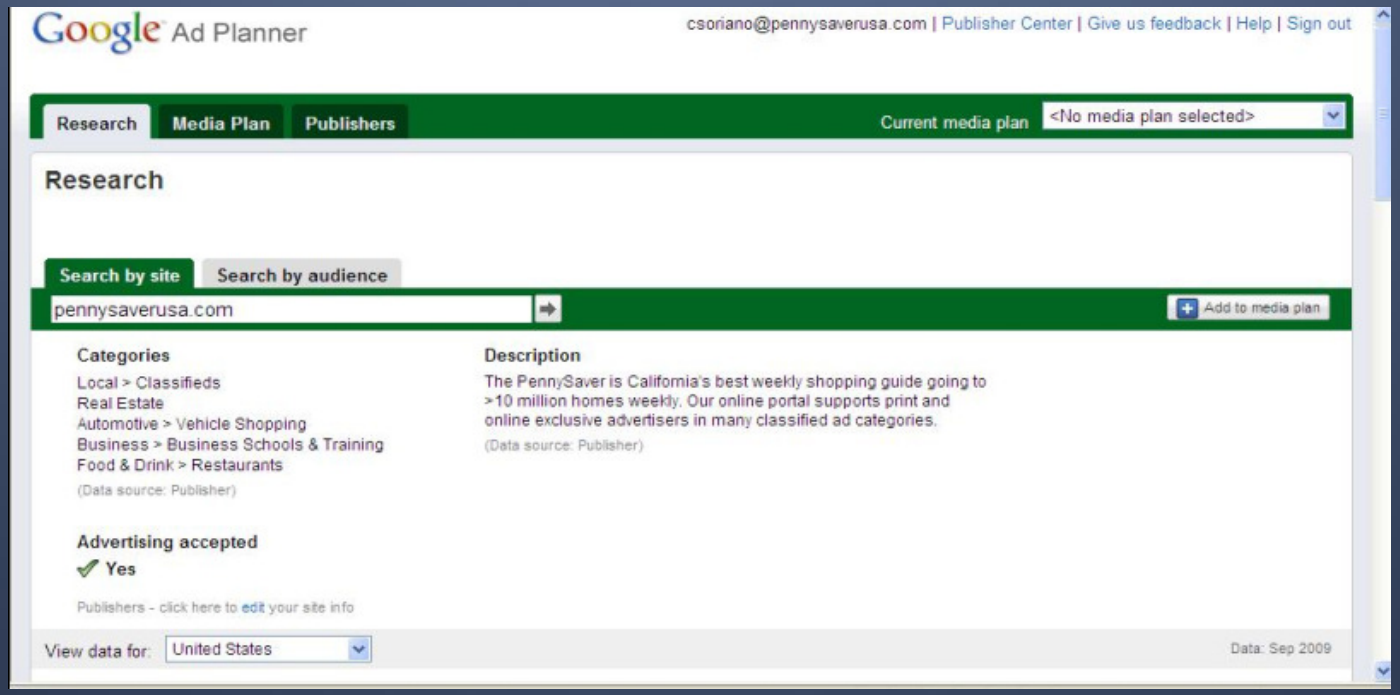
Not Relevant

Somewhat Relevant

Optimization Tips

Optimize for placement of targeted ads

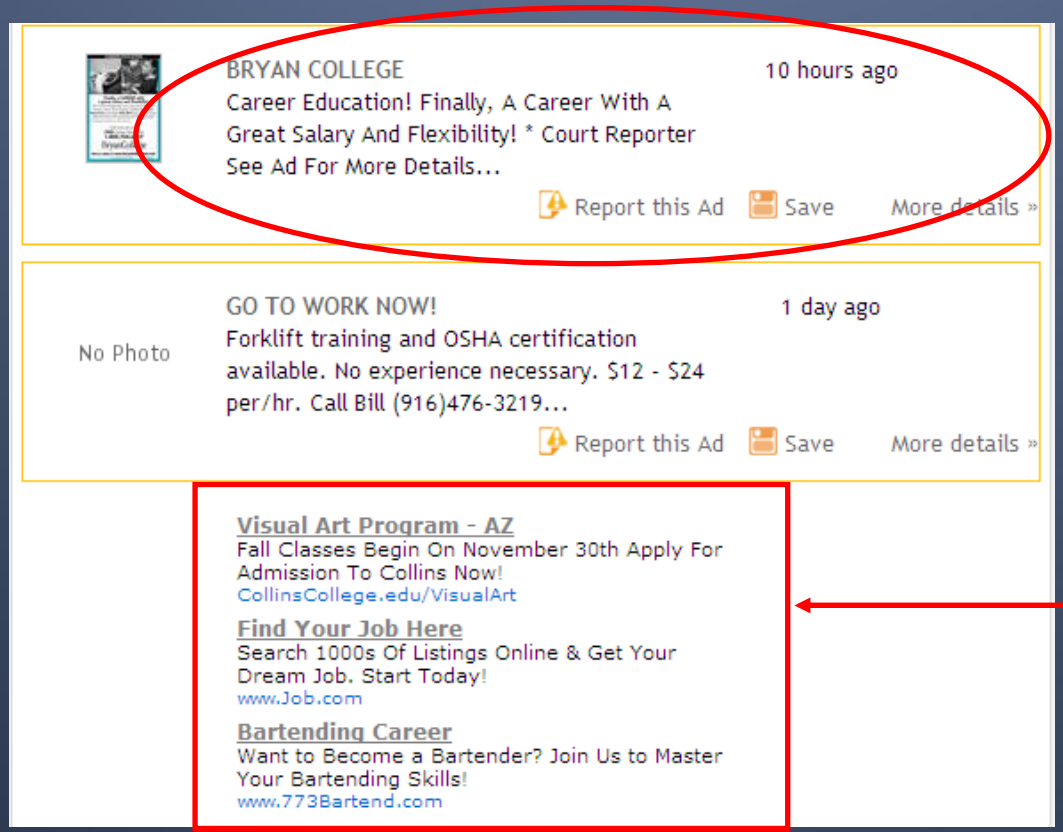
- Register with Google Ad Planner to encourage pay-per-impression ads (rather than pay-per-click).



Optimization Tips

Test the color palette

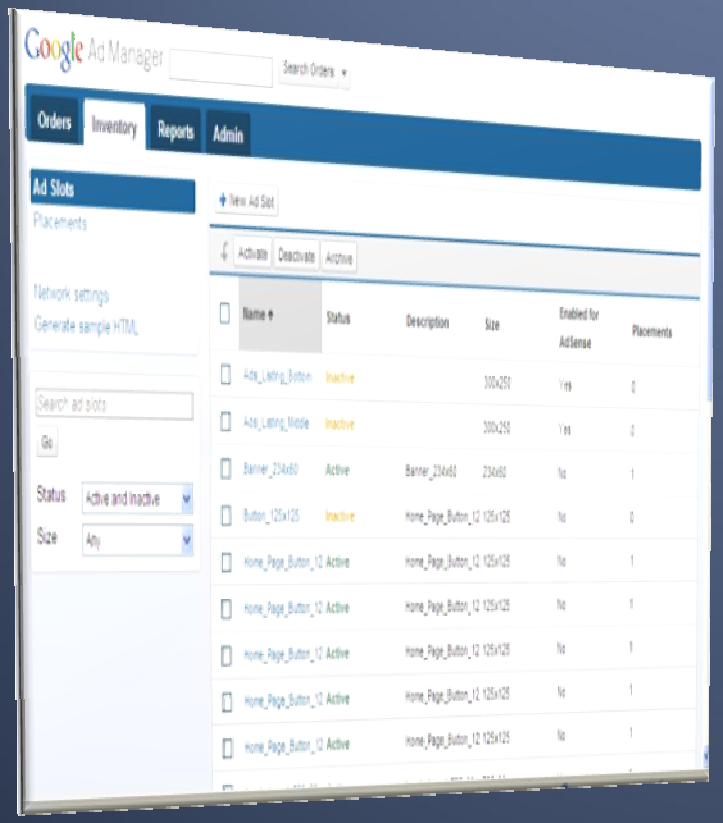
- Match AdSense colors with your site's color scheme.



Site ad display

Adsense display

Optimization Tips



Beware of Google Ad Manager

- Placing AdSense under GAM code may cause problems with reporting and reduce ad effectiveness.
- Our rolling ads in GAM: CTR 0.20%, eCPM $0.90
- Our rolling ads in Adsense: CTR 0.63, eCPM $2.28

Optimization Tips

Example:

```
</script>
<script type="text/javascript">
GA_googleAddAdSensePageAttr
("google_kw_type", "broad")
 GA_googleAddAdSensePageAttr
("google_kw", "Rancho Cordova
California Careers,")
</script>
<script type="text/javascript">
GA_googleFetchAds();
</script>
```

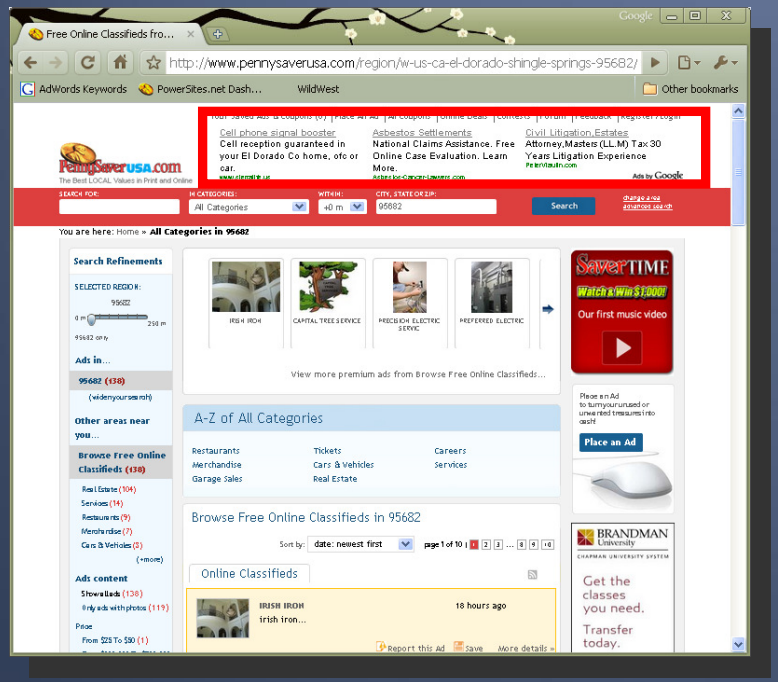
- *Add hints and keywords code*
- *Google **MUST** approve use of Keyword (google_kw) or hints (google_hints)*

Optimization Tips

More helpful best practices:

- Create good content with accurate and relevant keywords.
- Place AdSense slots in high visibility areas on the site (hotspots).
- Opt in to both text and image ads.
- Test other products (AdSense for Search, AdSense for Mobile and link units).
- Filter ads that are offensive or not relevant.
- Place best performing ad slots first in HTML code.
- Think like a user!

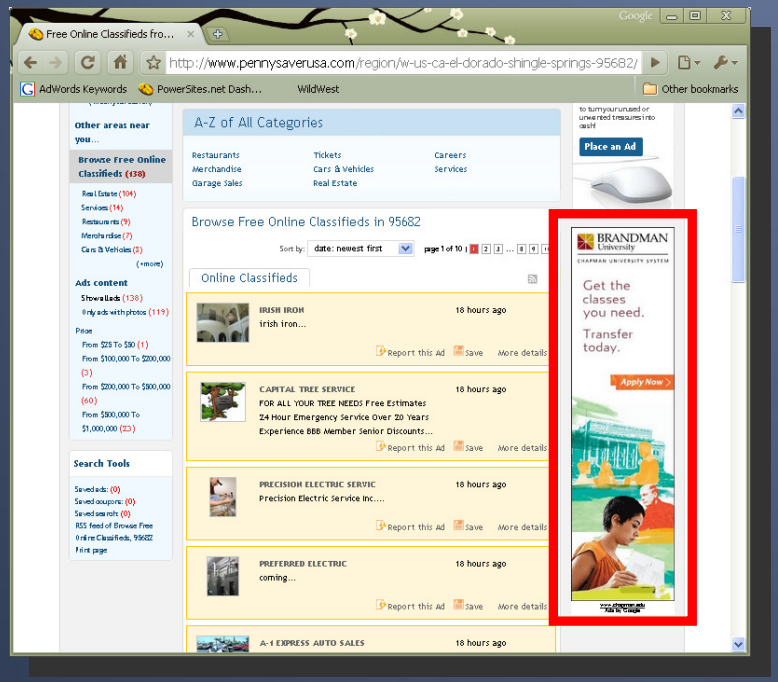
AdSense Placements



Leaderboard

- Size: 728 x 90
- CTR improved when we moved to text ads.

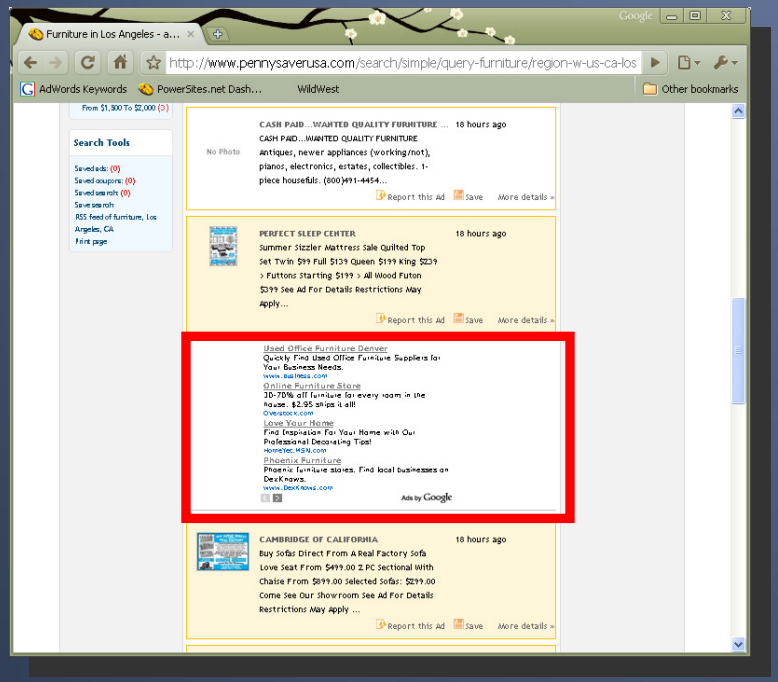
AdSense Placements



Skyscraper

- Size: 160 x 600
- Has become our LOWEST producing spot.
- Big gap between AdSense and selling this direct.

AdSense Placements

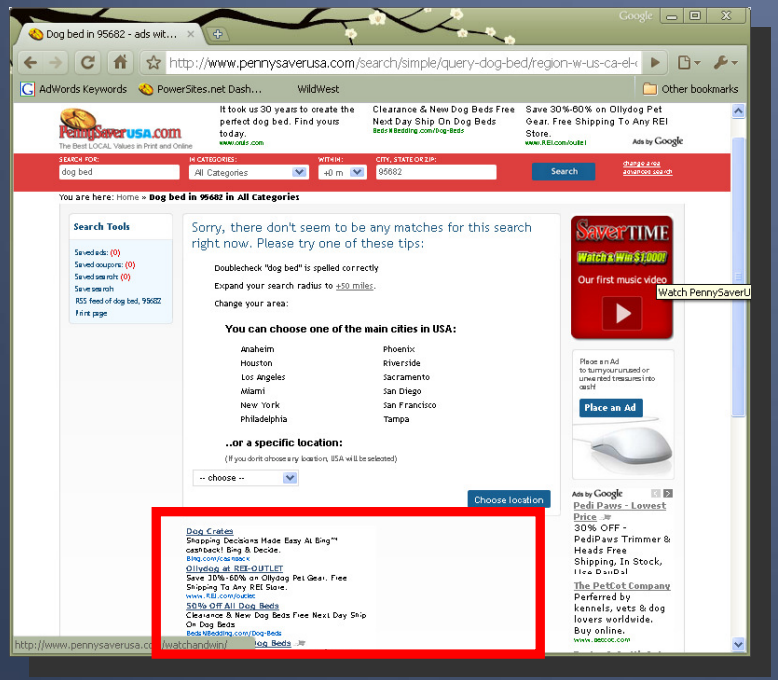


Rolling Ads

(Placed within search results)

- Size: 300 x 250
- Our best revenue producer.

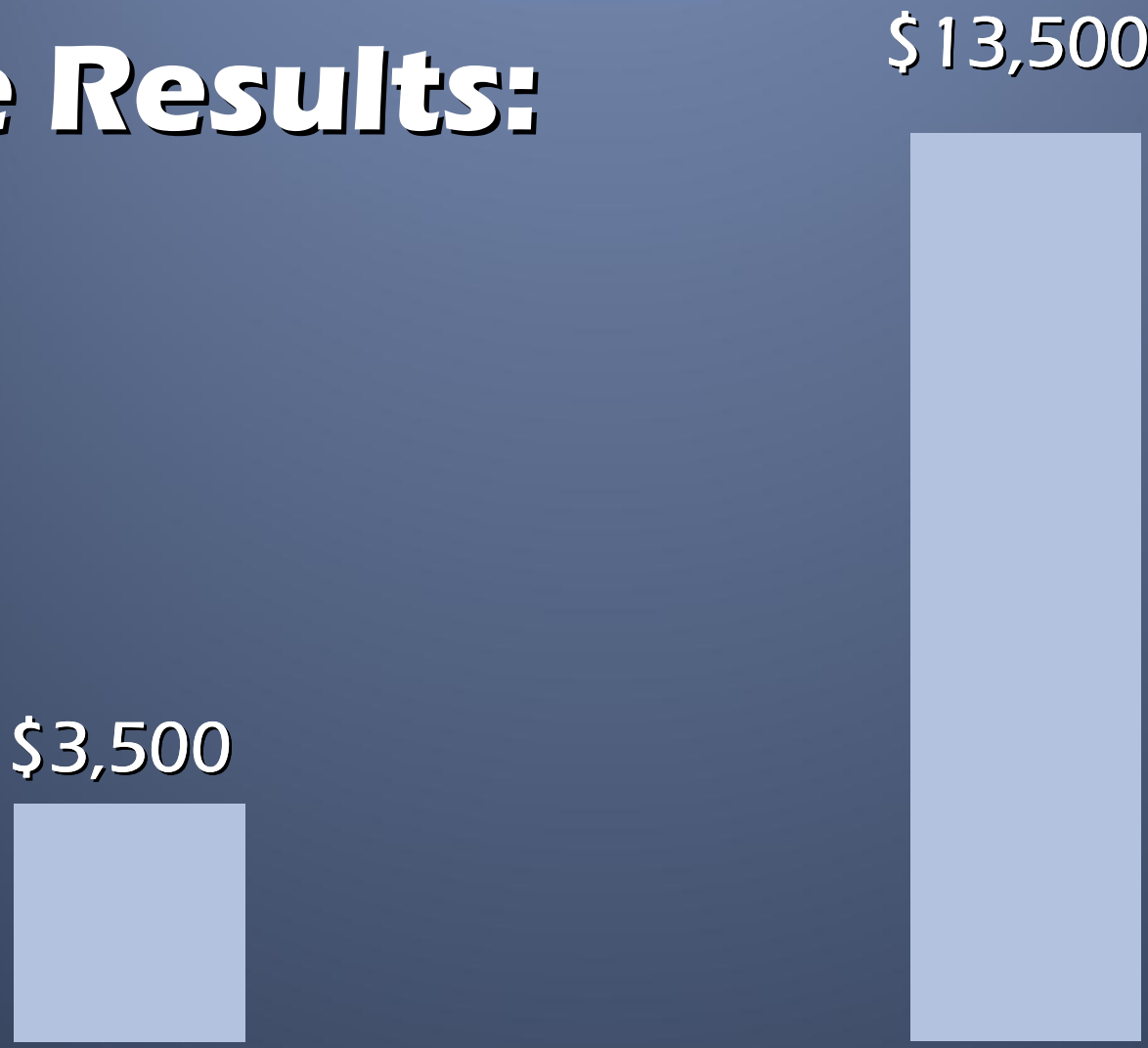
AdSense Placements



No Results Found

- Size: 300 x 250
- Our highest CTR & CPM.

The Results:



Before optimization
Averaged **$3,500**/month

After optimization
Averaging **$13,500**/month

Our Future Improvements

Site Redesign

- Test new AdSense placements
- Use eye-tracking studies to determine best locations, especially for homepage.
- Test 336 x 280 box size (#1 according to Google).

Our Future Improvements

```
<script type="text/javascript">
GS_googleAddAdSenseService("ca-pub-
5517484840348343");
GS_googleEnableAllServices(); </script>
<script language="JavaScript">
GA_googleAddAttr("Website",
"pennysaverusa");
GA_googleAddAttr("Region", "ca-
orange"); GA_googleAddAttr("Region",
"ca"); </script> <script
type="text/javascript">
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_3");
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
```

Test code changes

- Put the best-performing placements at the top of HTML code.

Our Future Improvements

Increase Traffic

- Implementing new mobile, social media, and email marketing strategies to increase visitors.

Our Future Improvements

Any Other Suggestions?

POWERCLICKS

Search Engine Marketing

PennySaverUSA.com

Why SEM?

- Effort to **reclaim revenue** from declining print

Why SEM?

- Effort to **reclaim revenue** from declining print
- Ability to **reach potential SEM customers** that no one else can reach as effectively (and as regularly) as we can

Why SEM?

- Rebrand PennySaverUSA as a **complete media provider** that includes both print and a robust online offering:
  - In conjunction with our existing PennySaverUSA.com offerings (Power Sites)

Why SEM?

- Expand client base to include businesses who otherwise would not do business with us.

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- Expand client base to include businesses who otherwise would not do business with us.
- Gain credibility with Google, Yahoo, MSN and Ask.com brand as part of our product mix.

Our SEM Partners:

WebVisible

- WebVisible Inc., Irvine, California, WebVisible.com
- Turnkey, Managed Platform Solution Supporting Interactive Advertising
- “Geneva”: The brains, back-end and Intellectual Property of WebVisible

WebVisible

- WebVisible provides
  - Strategic Partnership
  - Tiered Support

ADWORDS QUALIFIED COMPANY Google

Deloitte. 2007 Technology Fast 50 Orange County Rising Star

2008 WEBVISIBLE, INC. INTERNET PRODUCT OF THE YEAR AeA

YAHOO! SEARCH MARKETING CERTIFIED AMBASSADOR SPONSORED SEARCH

ADWORDS AUTHORIZED RESELLER TECHNOLOGY PLATFORM Google

- Strategic development:
  - Pricing, collateral, pre- and post-launch support.
- Iuvo provides:
  - Training
  - Field sales ride-alongs
  - Sales support
  - Day-to-day operations and management

Iuvo Media Consultants LLC.
Paul McArthur
iuvoonline.com

Customer Presentation

CAN YOUR BUSINESS BE FOUND??

SEARCH ENGINES HAVE NOW BECOME THE #1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE.

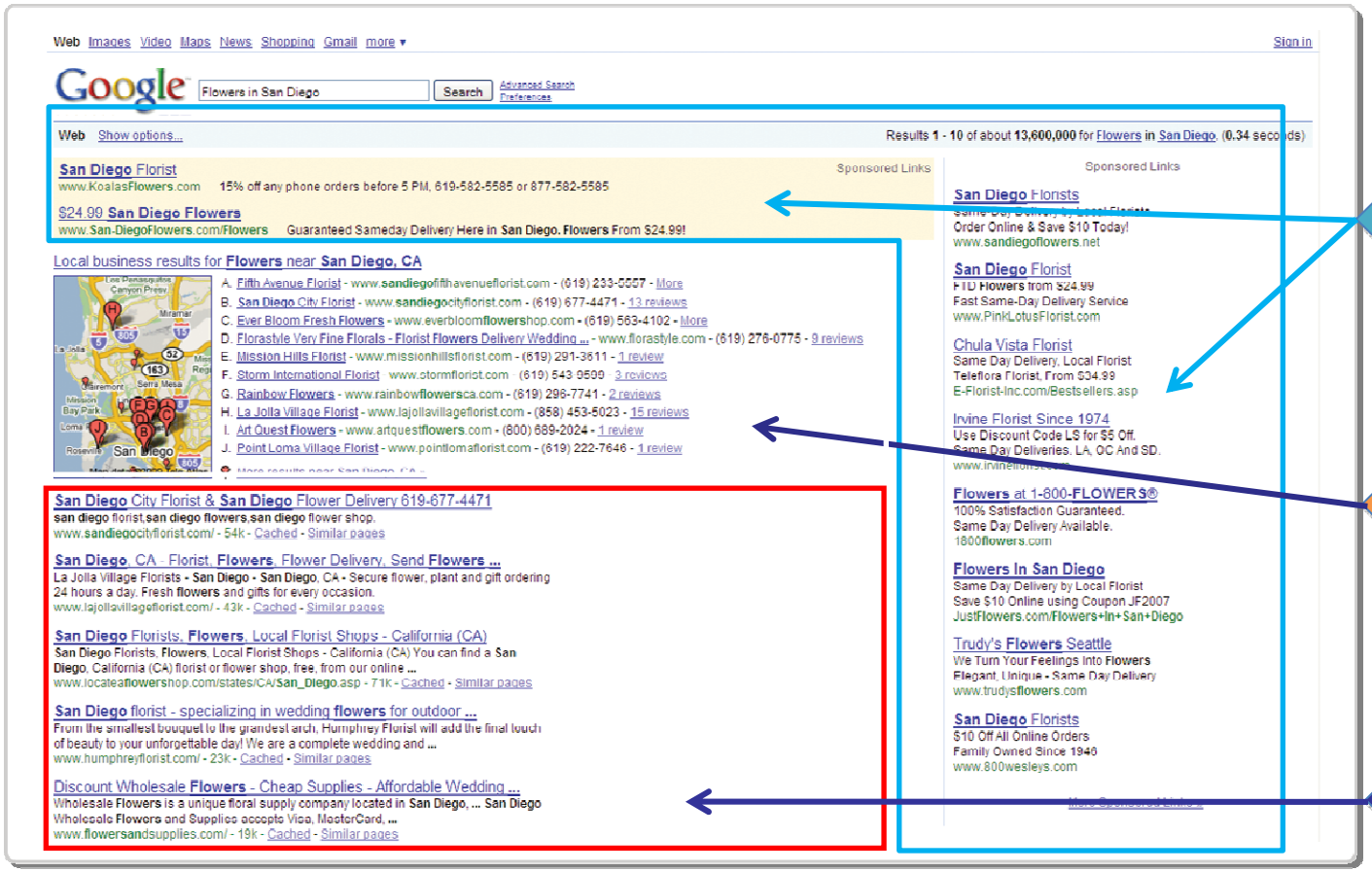
According to Nielsen//NetRatings, consumers use the following sources to find local businesses:

74% **Internet search engines - Google, Yahoo!, or MSN**

65% Yellow pages telephone directory
50% Internet yellow pages
44% Your local newspaper
33% White pages telephone directory
29% Television

SEARCH RESULTS PAGE

#1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE



PowerClicks ADS APPEAR HERE

FREE LOCAL MAP LISTINGS

FREE ORGANIC LISTINGS

HOW DOES SEARCH ENGINE MARKETING WORK?

Online Shopper Searches for a Product / Service Your Business Offers

They See Your Ad On One of the Major Search Engines

They Click Through from the ad to Your Landing Page

They View Your Current Special Offers, Coupons and Business Info

They Take an Action: Phone Call, Email, Visit Website, Print Map or Coupon, Etc

ONLY TARGETING ONLINE SHOPPERS IN YOUR SERVICE / TRADE AREA WHO ARE ACTIVELY LOOKING FOR YOUR PRODUCT OR SERVICE

PowerClicks LANDING PAGE

A. NAME, CONTACT & CALL TRACKING

Prominent display of your business name, contact information, and call tracking phone number.

B. ACTION BUTTONS

Drives sales with a strong call to action. Allows potential customers to print your Landing Page, bookmark your Landing Page in their browser, jump to your Web site, e-mail you, or jump to the map of your business location.

C. LOGO BOX

Prominently marketing your brand with your logo.

D. TAB LAYOUT

Tabs allow for additional content, such as an overview of your business, a lists of your products and services, space to embed a video, lists of your specialties or brands, and a tab for Internet specials or coupons. Total of six customized tabs.

E. HOURS, PAYMENT METHODS, OTHER INFO

Prominent display of your business hours, payment methods accepted and other important information.

F. MAP

An interactive Microsoft™ Virtual Earth™ map displays your business location and driving directions so potential customers can easily find you.

G. COLOR THEMES

Six color themes available with a blue theme as default.

LIVE EXAMPLE!!

Measure ROI With PowerClicks MERCHANT CENTER

A. HEADER

The name of your business is prominently displayed along with the ability to choose multiple campaigns.

B. DAILY CLICK OVERVIEW

Graphically displays click activity of qualified local customers visiting your site.

C. ACTIVITY BY SEARCH ENGINE

Graphically displays the search engines from which your new customers are finding you.

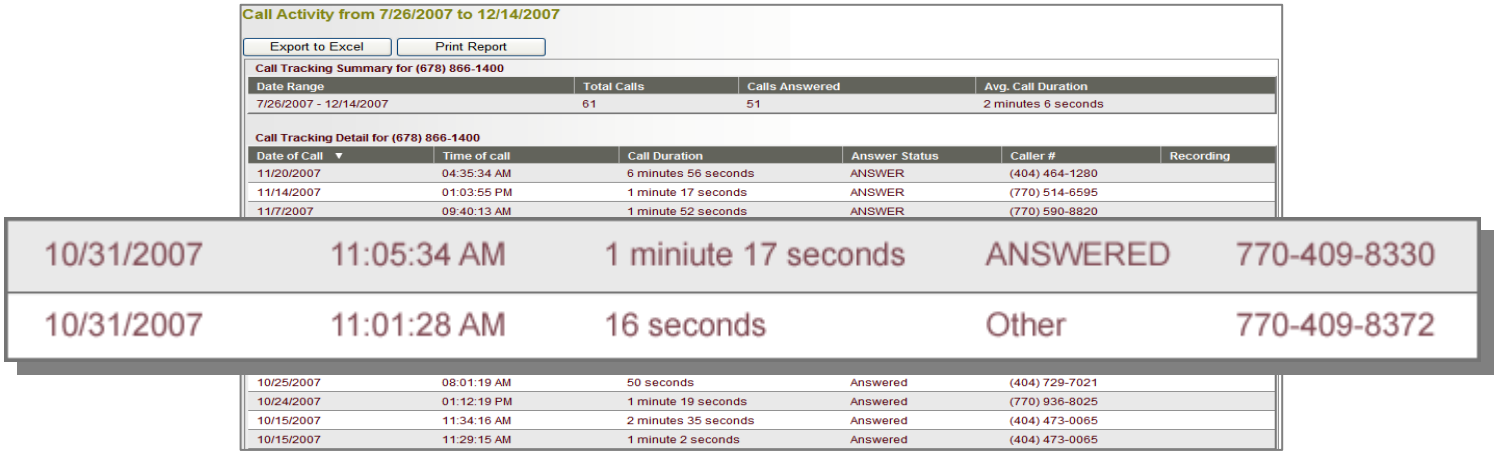
D. SEARCH ACTIVITY

Numerically displays search activity by ad views, site visits, and click-through rate.

E. CONNECTION ACTIVITY

Numerically displays the number of times potential customers have called you, sent you an email, clicked links on your Landing Page, created driving directions, and printed your Landing Page.

LANDING PAGE DETAIL: CALL TRACKING



Call Activity from 7/26/2007 to 12/14/2007

Export to Excel | Print Report

Call Tracking Summary for (678) 866-1400

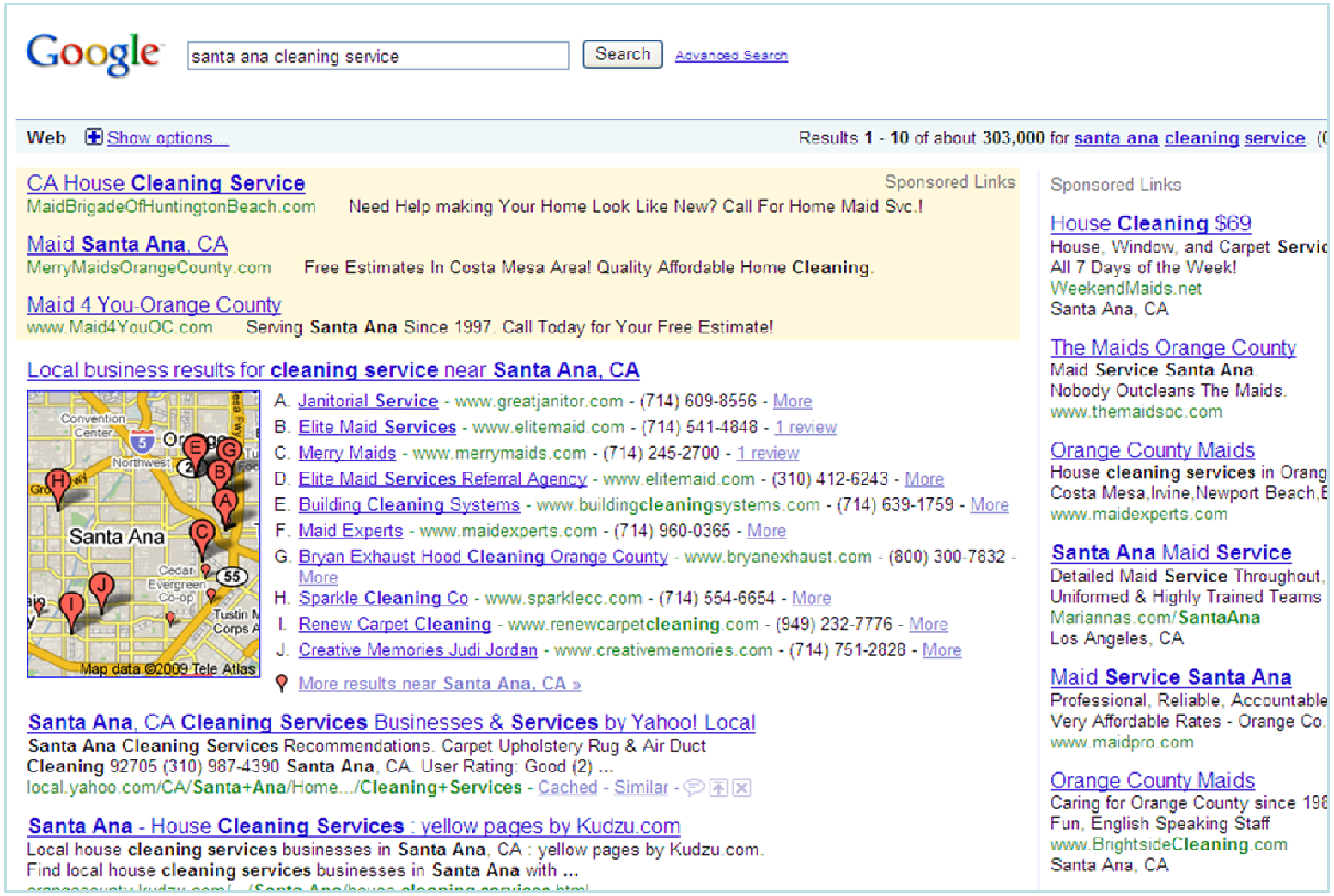
Date Range	Total Calls	Calls Answered	Avg. Call Duration
7/26/2007 - 12/14/2007	61	51	2 minutes 6 seconds

Call Tracking Detail for (678) 866-1400

Date of Call	Time of call	Call Duration	Answer Status	Caller #	Recording
11/20/2007	04:35:34 AM	6 minutes 56 seconds	ANSWER	(404) 464-1280	
11/14/2007	01:03:55 PM	1 minute 17 seconds	ANSWER	(770) 514-6595	
11/7/2007	09:40:13 AM	1 minute 52 seconds	ANSWER	(770) 590-8820	
10/31/2007	11:05:34 AM	1 miniute 17 seconds	ANSWERED	770-409-8330	
10/31/2007	11:01:28 AM	16 seconds	Other	770-409-8372	
10/25/2007	08:01:19 AM	50 seconds	Answered	(404) 729-7021	
10/24/2007	01:12:19 PM	1 minute 19 seconds	Answered	(770) 936-8025	
10/15/2007	11:34:16 AM	2 minutes 35 seconds	Answered	(404) 473-0065	
10/15/2007	11:29:15 AM	1 minute 2 seconds	Answered	(404) 473-0065	

- **FREE Call Tracking Number**
- **Local or Toll-Free**
- **FREE Call Recording**
- **Allows you to truly measure your ROI**

CAN YOUR BUSINESS BE FOUND??



What's Included?

FREE Landing Page	FREE results driven landing page (mini-website) - Designed to convert shoppers to buyers
FREE Call Tracking	FREE call tracking and recording
Ongoing Optimization	Ongoing advertising and keyword optimization
Unlimited Changes	Unlimited keyword and ad changes. Monthly landing page changes.
Ongoing Support	Face to face and personalized customer service and support
FREE Reporting	FREE 24/7 Merchant Center access featuring: Free call tracking, Free reporting, and Free email response tracking!

POWERCLICKS
Launch Logistics

Pre-Launch Logistics

- Branding
- Pricing and packaging
- Sales collateral
- Insertion order process
- Built marketing website
- Test plan
    - Top 25 reps in one region (Outside and Inside Sales)
- Set milestones for success

Pre-Launch Training

- Trained CSR's on order entry and product management
- Pre-Sales training (two hour live presentation) to give reps an overview of the product.
    - Not 'full' training…Just enough to permit them to pre-sell the excitement of the program and set advance appointments

Launch Week

- Full 9 hour **'SEM Boot Camp'**
  - SEM technical training soup to nuts.
  - Sales training / role play
  - Identification of ideal verticals
  - Overcoming objections
  - Product positioning
  - Competition
  - Etc

Launch Week

- 4-Legged calls
  - Reps had to set 6-8 SEM appointments per day
  - SEM expert from Iuvo and WebVisible showed reps how to sell and close
- Group Presentation
  - Met with select advertisers after hour
  - Presented SEM in a casual ‘non-sales’ environment
- Presented SEM to over 100 customers in three days

Rep Compensation

- $50 sign-on bonus for every initial SEM sale
- 15% recurring commission each Guaranteed sale
- 7.5% recurring commission each Budget-based sale

Rep Compensation Example

MONTH	# SOLD	SPIFF	NEW COMM	RECURRING	MONTHLY	ANNUALIZED
1	4	$200.00	$179.99	$0.00	$179.99	$2,159.93
2	5	$250.00	$224.99	$179.99	$404.99	$4,859.84
3	6	$300.00	$269.99	$404.99	$674.98	$8,099.73
4	7	$350.00	$314.99	$674.98	$989.97	$11,879.60
5	8	$400.00	$359.99	$989.97	$1,349.96	$16,199.46
6	8	$400.00	$359.99	$1,349.96	$1,709.94	$20,519.32
7	8	$400.00	$359.99	$1,709.94	$2,069.93	$24,839.17
8	8	$400.00	$359.99	$2,069.93	$2,429.92	$29,159.03
9	8	$400.00	$359.99	$2,429.92	$2,789.91	$33,478.88
10	8	$400.00	$359.99	$2,789.91	$3,149.90	$37,798.74
11	8	$400.00	$359.99	$3,149.90	$3,509.88	$42,118.60
12	8	$400.00	$359.99	$3,509.88	$4,973.94	$59,687.28

Results

- Too Early to Claim A Success
  (only 45 days into it right now).
- Early Results are as follows:
  - Only 16 of 25 reps have sold anything
  - 52 packages sold (48 guaranteed and 4 budget)
  - Average sale: A little over $400 US per month
  - Total sales: Approximately $250,000 annualized (counting $150 initial set-up fee)
  - Profit margin is less than print…but worth it.
- Expected churn in six months < 15%

Future Rollout

- Will continue to test with 25 reps through early Q1 2010
- Hopeful roll out to all 500+ reps if revenue / customer retention projections hold
- Potential annual revenue with all reps
  - $6 - 10 million US

POWERCLICKS

PennySaverUSA.com